

A METHOD OF ENHANCING MEDIA
CONTENT AND A MEDIA ENHANCEMENT SYSTEM

1 BACKGROUND OF THE INVENTION

2 Field of the Invention

3 The present invention relates to a system and method for
4 enhancing media content, and preferably for enhancing existing
5 media content, by providing users with access to large
6 quantities of additional materials that relate to a specific
7 media selection without requiring special encoding and/or
8 modification of the media selection, but which can still be
9 precisely related to specific parts of the media selection.

10 DESCRIPTION OF THE RELATED ART

11 There are presently a variety of different technologies
12 available to deliver media selections, such as audio, video,
13 audio/video, etc. to users in an effective and beneficial
14 format. Moreover, there is a substantial volume of material
15 available over computerized networks, such as the Internet,
16 which may or may not be related to specific media selections.
17 Unfortunately, although a user may independently seek out
18 additional materials and information associated with a specific
19 media selection, presently no specific and effective facility
20 exists for effectively enhancing a media selection with
21 quantities of additional materials, without requiring separate
22

1 independent machinery and separate and independent programming
2 on the medium itself. Indeed, such is especially the case with
3 regard to the large amounts of media already distributed and in
4 use by the public.

5 Recent technological advances have made significant strides
6 in what may be termed, enhanced DVDs or similarly enhanced media
7 delivery products including CD-ROMs, hard drives, digital
8 storage devices, and the like. These existing enhancements
9 include the embedding and/or programming of additional content
10 onto a specific media storage medium, such as the DVD, for
11 effective communication to the user. As a result merchants are
12 able to sell these various media selections while promoting
13 substantial enhancements, which can expand the marketability of a
14 product which may or may not have already been viewed and/or
15 heard by the consumer at a previous time. To this end, enhanced
16 media players are also being developed continuously to take
17 advantage of these enhanced media selections and avoid the need
18 to use personal computers. Specifically, these media players
19 may include Internet connectivity and/or a variety of other
20 features that may previously have only been available on
21 specific computer processors which also had media delivery
22 capabilities. While such existing technologies are effective
23 and beneficial for the purposes of enhancing new releases and
24 publications of various types of media selections, as indicated
25 they are generally incapable of providing any enhancement

1 capability whatsoever to already distributed media selections
2 and/or live or remotely delivered media selections, such as
3 through a cable or satellite system. Moreover, the enhancement
4 provided with existing technology can become somewhat stagnant
5 since the available additional materials and type of interaction
6 or enhancement must be pre-programmed onto the storage medium,
7 and thereby are permanently set. Also, typical enhancements
8 available with present technologies are often provided in the
9 form of add-ons which are available and accessible separate and
10 apart from the delivery of the actual media selection itself
11 such that there is no true, direct interactivity with the actual
12 media selection being delivered, but rather later, separate
13 opportunities for independent access and/or retrieval of
14 additional materials are provided.

15 As such, it would be highly beneficial to provide a media
16 enhancement system and method which is capable of direct,
17 contemporaneous enhancement of a media selection being delivered
18 so as to achieve true interactivity between a user and the media
19 selection being delivered. Furthermore, such a system and
20 method should be capable of continuous updating and/or
21 modification by a controlling entity so as to continuously
22 refresh and make attractive the delivery of a particular media
23 selection, and/or tailor the type of enhancement to its
24 audience. Moreover, such a system and method should be capable
25 of being effectively utilized to its full capacity with any

1 media selection, whether it is being delivered live, being
2 delivered from a remote location, or being delivered via a local
3 and/or removable storage medium that has been newly programmed
4 or was pre-programmed and distributed before the availability of
5 such technology. As a result, the enhancement capabilities
6 would not be limited only to new releases of media selections.

8 SUMMARY OF THE INVENTION

9 The present invention relates to a system and method of
10 enhancing media content, and in one embodiment a method of
11 enhancing existing media content. In particular, a preferred
12 embodiment of the method of the present invention includes first
13 the generation and storage of an enhancement registry for a
14 particular media selection, the enhancement registry including
15 at least time data that is associated with the media selection,
16 as well as a communicative link to additional materials.
17 Furthermore, a media storage medium containing the media
18 selection is then associated with a corresponding media player,
19 and the media selection is identified and played. A user input
20 may then be received and a time marker of the media selection at
21 a time that corresponds the receipt of the user input can be
22 identified. Finally, the time marker may be correlated with the
23 time data of the enhancement registry and a corresponding
24 communicative link may be activated in response thereto.
25 Activation of the communicative link provides immediate and/or

1 subsequent access to additional materials to the user.

2 Preferably the preceding method can be employed utilizing
3 the media enhancement system also of the present invention.
4 Specifically, the media enhancement system may include a media
5 player that is structured and configured to deliver a particular
6 media selection to a user. Additionally, an enhancement
7 registry is provided. The enhancement registry is associated
8 with the specific media selection and includes time data or
9 other data associated with the media selection. Moreover, the
10 enhancement registry also includes at least one communicative
11 link to additional material, the communicative link preferably,
12 but not necessarily being correlated to the time data.

13 The present system further includes a user interface. The
14 user interface is operatively associated with the media player
15 and is structured to receive a user input at least during
16 delivery of the media selection by the media player to its
17 intended audience. Moreover, the media player, either
18 independently or in conjunction with an auxiliary device, may
19 identify a corresponding time marker of the media selection, at
20 least at the time that corresponds the receipt of the user input
21 via the user interface. Utilizing this time marker, an
22 activation assembly is preferably provided and structured to
23 access the enhancement registry, correlating the time marker
24 with the time data associated with the particular media
25 selection. In response thereto, the activation assembly can

1 also correspondingly activate, either directly or indirectly,
2 the appropriate communicative link. Activation of the
3 communicative link ultimately results in delivery of the
4 additional materials to the user, either immediately or
5 subsequently as determined by the user, the audience, and/or the
6 system. Accordingly, as a specific media selection is received,
7 whether an audio, audio/video and/or another type media
8 selection, the media selection is enhanced with user
9 interactivity, allowing a user to at least provide a user input
10 in order to effectively retrieve additional material that can be
11 specifically related to the media selection, and more
12 specifically to a portion of the media selection that is being
13 delivered when the user input is generated.

14 These and other features and advantages of the present
15 invention will become more clear when the drawings as well as
16 the detailed description are taken into consideration.

17 BRIEF DESCRIPTION OF THE DRAWINGS

18 For a fuller understanding of the nature of the present
19 invention, reference should be had to the following detailed
20 description taken in connection with the accompanying drawings
21 in which:
22

23 Figure 1 is a schematic representation of one embodiment of
24 the media enhancement system of the present invention;

25 Figure 2 is a schematic representation of another

1 embodiment of the media enhancement system of the present
2 invention; and

3 Figure 3 is a schematic representation of yet another
4 embodiment of the media enhancement system of the present
5 invention.

6 Like reference numerals refer to like parts throughout the
7 several views of the drawings.

8 9 DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

10 Shown throughout the Figures, the present invention is
11 directed towards a media enhancement system, generally indicated
12 as 10, as well as an associated method of enhancing media
13 content, the method preferably being achieved utilizing the
14 enhancement system 10. The enhancement system 10 and method of
15 the present invention are preferably structured and configured
16 so as to effectively and appealingly enhance various types of
17 media selections, including pre-existing media selections. For
18 example, the present system and method can be utilized in
19 connection with audio/visual media, such as movies and other
20 audio/video programming, as well as audio only content, such as
21 music, or other types of developed or to be developed content.
22 For purposes of clarity in explanation, however, a majority of
23 the explanation may be provided in the context of a movie as the
24 media selection even though other types of media selections can
25 be equivalently enhanced. Similarly, the present system is

1 preferably configured to be employed with any of a variety of
2 media storage mediums including compact disks, DVD's, digital
3 data storage chips and/or memory based storage systems, computer
4 hard drives, etc., and in some embodiment remotely stored and
5 transmitted media. Furthermore, the media selection to be
6 enhanced utilizing the present system and method need not be
7 pre-programmed or pre-configured, and special programming and/or
8 content need not be pre-placed on the existing media storage
9 medium for the enhancements to still be utilized to their
10 fullest extent. As a result, the millions of storage media and
11 media selections that have already been sold and are already in
12 the possession of consumers may still be effectively enhanced
13 utilizing the present system and method without requiring
14 modification and/or adaptation of those media selections. Of
15 course, it is also understood that future media storage mediums
16 containing media selections may include some or part of the
17 features of the present system and method, which are to be
18 described, contained thereon, for convenience.

19 Looking first to the media enhancement system 10 as
20 illustrated in the Figures, it will include a media player 20.
21 As indicated, the media player 20 may be any type of media
22 player 20 which is capable of effectively communicating a media
23 selection to an audience of one or many. Some examples of media
24 players 20 that may be ideally utilized with the present system
25 and method may include DVD players, compact disk players, video

1 CD players, personal video recorders (pvr's), digital memory
2 and/or computer hard drive based players and/or players capable
3 of receiving remote transmissions from a transmission source 26'
4 such as remote server or network, a satellite system and/or
5 cable system, and/or video and/or audio receivers. Furthermore,
6 a multi-function media player 20 capable of incorporating a
7 variety of different media types may also be effectively
8 utilized.

9 As illustrated in the Figures, the media player 20 may be
10 configured to receive a media storage medium 26, such as a
11 portable and/or removable storage device including a CD rom
12 and/or DVD, or may include a separate transmission source 26' as
13 illustrated in Figure 3, the transmission source 26' being
14 either local and/or remote and provides the media selection for
15 delivery. In any of these embodiments, however, the media
16 player 20 is preferably configured so as to deliver a particular
17 media selection to an audience, typically also the user of the
18 system, in a conventional manner.

19 The present system 10 also includes at least one
20 enhancement registry 50. In particular, one or more enhancement
21 registries 50 may be provided, each preferably associated with
22 a specific media selection which may be played on the media
23 player 20. To this end, each of a variety of different movie
24 titles may have a corresponding enhancement registry 50
25 associated therewith and/or each of a variety of different

1 songs, albums, television shows, etc. may have a corresponding
2 enhancement registry 50 associated therewith. Along these
3 lines, it is understood that a single enhancement registry 50
4 may be utilized for multiple media selections in a circumstance
5 where the degree of enhancement and the specificity of the
6 interactivity desired is not as great. Nevertheless, in the
7 preferred illustrated embodiments a plurality of enhancements
8 registries 50 are provided, each media selection that may be
9 effectively enhanced utilizing the present system including at
10 least one, and often multiple types of enhancement registries
11 50.

12 The enhancement registry 50 of the present invention that
13 is associated with a particular media selection may be
14 considered a log or similar type data registry and preferably
15 includes various types of information which help to achieve the
16 enhancement of the media selection. Moreover, the specific title
17 or another identifier of the media selection will preferably be
18 identified, such as may be achieved by the media player , thus
19 enabling the appropriate correlation with a corresponding
20 enhancement registry. In the illustrated embodiment the
21 enhancement registry 50 may include at least time data that is
22 associated with the identified media selection. This time data
23 may include a detailed log of frames and/or scenes of the
24 particular media selection such that when a corresponding time
25 point during the play of a media selection is identified, the

1 enhancement registry 50 can correspondingly identify what that
2 scene or frame might be.

3 Additionally, in at least one embodiment of the present
4 invention, the enhancement registry 50 may also include frame
5 location data associated with a specific location on at least
6 one frame of the media selection. For example, this frame
7 location data may be split into halves, quadrants and/or smaller
8 segments of a particular frame, and/or may be as detailed as
9 being broken down into specific areas where specific items on a
10 particular frame are located. By way of further example, one
11 frame and/or scene of a particular media selection, such as
12 movie may include a variety of products, actors, and other
13 identifiable items. The frame location data effectively
14 identifies at least one of those articles based upon a position
15 thereof in a particular frame. Further, although the time data
16 and the frame location data are the preferred types of data
17 associated with the media selection that are included as part of
18 at least one embodiment of the enhancement registry 50, it is
19 also understood that other types of data which may serve to
20 identify a specific detail or item within a media selection with
21 which some enhancement may be associated, may also be provided.

22 In addition to the various data entries associated with the
23 enhancement registry 50, the enhancement registry 50 also
24 preferably includes at least one communicative link to
25 additional materials 55. In particular, so as to provide for

1 the effective enhancement of the media selection, the system and
2 method of the present invention will provide additional
3 materials to the user that effectively enhance the media
4 selection. These additional materials 55, which will be
5 described in greater detail subsequently and maybe locally or
6 remotely maintained, may include audio and/or video information
7 on any of a variety of enhancement topics and/or modes. For
8 example, a particular enhancement registry 50 associated with
9 the media selection might be configured so as to provide
10 educational enhancements and/or commerce enhancements. In the
11 case of an educational enhancement, when an individual user
12 selects, as will be described subsequently, a particular item
13 and/or portion of a media selection, based upon the correlation
14 achievable utilizing the data of the enhancement registry 50,
15 specific additional materials that are associated with the
16 selected item and/or section can be provided to the user. In
17 this way a teacher can provide educational materials to students
18 in connection with what is being delivered as the media
19 selection. Similarly, in the sense of a commerce enhancement,
20 a consumer may be given the opportunity to purchase and/or find
21 out more information about specific products, about other media
22 selection, information about a specific actor, product or
23 locality, etc. Indeed, it is recognized that the nature and
24 type of additional materials to be provided so as to enhance a
25 specific media selection may be somewhat limitless, and although

1 only a single article and/or type of additional material may be
2 provided in connection with a specific enhancement registry 50,
3 it is understood that in the preferred embodiment a plurality of
4 communicatively links are provided to a plurality of different
5 types of additional materials 50, the time data and/or frame
6 location data effectively allowing for selection of the
7 appropriate communicative link. Moreover, the additional
8 materials can be informational or commercial in nature, such as
9 providing e-commerce related additional materials that will
10 facilitate an immediate or subsequent purchase of products or
11 services.

12 Looking in further detail to the media player 20, it
13 preferably includes a user interface 28 operatively associated
14 therewith. The user interface 28 is structured to receive a
15 user input at least during delivery of the media selection by
16 the media player 20. In this regard, the user interface 28 may
17 be an existing remote control and/or interface already
18 associated with the media player 20, and/or may be a separate
19 and/or distinct user interface 28 which is specially configured
20 so as to effectively allow operation of the media enhancement
21 system 10 of the present invention. Specifically, the user
22 interface 28 is structured to at least receive a user input so
23 as to effectively identify the content which a user desires to
24 enhance and/or trigger the enhancement. To this end, the user
25 interface 28 may merely be a selector button which the user can

1 effectively actuate when enhancement is to be achieved, and/or
2 in the case of an audio visual media may include a location
3 indicator such as a pointer or marker which may be visible on a
4 corresponding video monitor, the pointer/marker allowing a user
5 to specifically select a location on a frame or in a scene for
6 providing enhancement. Of course, it is also recognized that
7 more elaborate and/or complex user interfaces 28 may be
8 provided, including interfaces requiring a variety of steps so
9 as to trigger and/or indicate enhancement. Moreover, a variety
10 of different technologies may be effectively utilized so as to
11 signal to the present system 10 that a user input has been made.
12 Also, the user input may be made by a specific viewer and/or
13 receiver of the media selection, and/or may be provided by
14 another user either local and/or remote to the delivery of the
15 media selection, such as in the case of a controlled media
16 delivery. For example, the media selection may be being
17 delivered as part of a remotely controlled movie, etc., premiere
18 and/or educational presentation, and thus the user input may be
19 provided remotely and/or locally so as to achieve desired
20 enhancements for the recipient of the delivery of the media
21 selection. Moreover, in this and other embodiments, multiple
22 deliveries of the additional materials can be provided and/or
23 accessed at once, and indeed, the delivery of content, either of
24 the media selection or the additional materials could be
25 simultaneously controlled either from a single source or as a

1 result of user inputs on all associated media players for a
2 simultaneous and coordinated experience. In such an embodiment
3 a teacher could control the delivery of a media selection and/or
4 additional materials associated with the media selection to
5 various students based upon user inputs from one or more
6 students or a coordinated lesson plan. Additionally, a messaging
7 system can be integrated for further communication and
8 coordination.

9 At least upon receipt of a user input utilizing the user
10 interface 28, the media player 20 of the present invention
11 either independently and/or through an auxiliary device and/or
12 auxiliary programming is preferably configured to identify at
13 least a corresponding time marker of the media selection at a
14 time that the user input is received. Furthermore, in the
15 embodiment wherein frame location data is also provided, the
16 user input is also preferably configured to identify a
17 particular location on a specific frame and/or scene of the
18 media selection that corresponds the entry of the user input.
19 Still, in this embodiment as well as with regard to the entry of
20 the time data, the media player 20 may effectively identify
21 these characteristics by internal programming and facilities, or
22 may do so merely by transmitting and/or allowing the retrieval
23 of synchronization data and/or identification data relating to
24 the play of the media selection. Moreover, in the case of the
25 frame location data it is also understood that the correlation

1 of a position may be done completely remote from the media
2 player 20, so long as the user that provides the user input can
3 identify the location for making their selection. In
4 particular, once the location on a particular frame and/or
5 particular scene has been identified, the location entered by
6 the user input can be physically made on the media player 20,
7 or may be made in a simulated fashion via a separate device, the
8 correlations between the simulated location of a pointer being
9 easily associated with the actual frame. Moreover, that
10 information is sufficient to correspond with the frame location
11 data of the enhancement registry.

12 In order to achieve many of the functions and enhancements
13 utilizing the present media enhancement system 10, an activation
14 assembly 30 is also preferably provided. The activation
15 assembly 30 may be a completely separate unit from the media
16 player 20, as illustrated in Figure 3, and thus is merely
17 operatively and communicatively associated therewith, or may be
18 integrated directly into the media player 20, as in the
19 embodiment of Figure 2, such as in the form of an integrated
20 circuit/chip and/or specified programming that can be provided
21 to the media player 20 either upon manufacture and/or
22 subsequently, or as in the embodiment of Figure 1, the
23 activation assembly 30 may be completely remote from the media
24 player 20 on a remote network. In such an embodiment, the
25 activation assembly 30, upon identifying or receiving

1 identifying information regarding the media selection, is
2 structured to access the enhancement registry 50 that
3 corresponds the particular media selection. In an embodiment
4 wherein one or more enhancement registries 50 are provided for
5 the same media selection, as in the case of different types of
6 educational enhancement registries, commercial enhancement
7 registries, etc., the activation assembly 30 effectively
8 identifies which enhancement registry is desired by the user.
9 As will be described later with regard to the embodiment of
10 Figure 3, this may be achieved by utilizing a specific removable
11 storage medium 51, such as a CD rom or DVD-Rom, which contains
12 all or some of the additional materials and/or the enhancement
13 registry and can be provided as a companion article to the
14 specific media selection, thus dictating the nature and type of
15 enhancement. Also, it is noted that a facility whereby the user
16 selects one from a number of enhancement registries may also be
17 utilized.

18 In addition to identifying what the media selection is and
19 the corresponding enhancement registry 50, the activation
20 assembly 30 is also responsive to the user input, either
21 directly and/or via the media player 20, so as to identify a
22 specific time of a user input and/or a specific location on a
23 frame and/or scene corresponding the user input. With this
24 information from the user input, the activation assembly 30 is
25 structured to effectively identify and preferably activate a

1 corresponding communicative link for delivery of the additional
2 materials 55 to the user. In this regard, the activation
3 assembly 30 may be permanently and/or selectively programmable
4 so as to a immediately provide any additional materials and/or
5 to merely activate the communicative link for later,
6 subsequently retrieval and/or delivery of the additional
7 materials to the user, either as dictated by the user, and/or as
8 dictated by operator and/or controllers of the additional
9 materials. As such, if an individual is watching a specific
10 movie and wishes to achieve an enhancement with regard to a
11 particular frame or scene, they can provide a user input and any
12 additional materials may be either provided immediately, thus
13 stopping and/or over-riding the delivery of the media selection,
14 or may be logged and/or stored for subsequent delivery at a more
15 convenient time. To this end, it is also recognized that remote
16 and/or local control over the play of the media selection may be
17 provided, such as when the additional materials are provided
18 and/or over the additional materials themselves. Accordingly,
19 a user can ensure that none of the media selection is missed
20 during presentation of the additional materials, and/or can
21 ensure that the appropriate additional materials are provided.
22 For example, the additional materials to be delivered may be
23 based on the specific recipient thereof, such as in response to
24 inquiries made about the viewer during a registration,
25 questioning period, or over time due to viewing patterns.

1 Again looking to the preferred embodiments of the present
2 invention, and those embodiments illustrated on the Figures, it
3 is preferable that the media enhancement system 10 of the
4 present invention take advantage of a remote network 35, such as
5 the Internet even though the enhancement registry(s) and/or
6 additional materials may be provided on a storage medium.
7 Specifically, a remote network 35 such as the Internet and/or
8 smaller private networks are preferably effectively utilized so
9 as to eliminate the need to contain additional materials and
10 enhancement registries 50 directly on the media storage medium
11 26 which provides the media selection, and/or directly on the
12 media player 20. Of course, it is understood that these
13 alternatives can also be effectively employed. By utilizing a
14 remote network 35, a substantially large volume of additional
15 materials and types of enhancements registries 50 and/or
16 additional materials for a large number of different media
17 selections may be effectively contained, maintained, and updated
18 and/or modified as may be appropriate on one or more servers or
19 computers for access by one or more users. For example, it is
20 understood that there are a very large number of media
21 selections currently being sold and/or being developed which may
22 be appropriate for enhancement. As a result, in the preferred
23 embodiment each of these specific media selections includes at
24 least one and often more than one enhancement registry 50, and
25 may require large amounts of additional materials 55 depending

1 upon the number and/or nature of the communicative links of the
2 enhancement registry 50.

3 In order to effectively achieve interaction with a remote
4 network, the present invention also preferably includes a
5 communication assembly 24. The communication assembly 24 may be
6 integrated directly into the media player 20, such as in the
7 case of enhanced DVD player or personal computer including media
8 play back capabilities, and/or may be integrated into a
9 companion device, such as may contain the activation assembly 30
10 of Figure 3. In either such embodiments, the communication
11 assembly 24, which may include a traditional Internet
12 connection, is configured so as to effectively provide a
13 communicative link to the remote network 35, and in some
14 embodiment so as to provide a communicative link to specific
15 remote server 40 and/or the additional materials 55 directly.
16 For example, in an embodiment wherein a remote server 40 is
17 included, the remote server 40 is preferably provided so as to
18 effectively contain and/or manage the enhancement registries 50.
19 To this end, the remote server 40 may include the enhancement
20 registries 50, especially in an embodiment wherein the
21 enhancement registries 50 are not contained on the media storage
22 medium 26 and/or a separate storage medium 51. Depending upon
23 the embodiment of the present system that is utilized, the
24 remote server 40 may be configured so as to communicate the
25 enhancement registry 50 to the media player 20 and/or to the

activation assembly 30 directly, whether it is part of the media player 20 or part of an associated device. Moreover, however, the remote server 40 may itself contain the activation assembly 30, it being configured to receive the user input and correspondingly correlating information from the media player 20 so as to effectively achieve the functionality of the activation assembly 30 at the remote server 40. Still, regardless of the embodiment it is understood that one or more of the specific configurations and/or locations of the activation assembly 30 and effective correlation and activation of the communicative link may be achieved, including the downloading of enhancement registry 50 information from the remote server 40 to the media player 20 and/or an associated device containing the activation assembly 30. Moreover, the remote server 40 may function as a portal through which the additional materials 55 are accessed, may contain the additional materials, and/or may merely facilitate the identification of a specific communicative link, that communicatively link being a specific web page and/or web link which the communication assembly 24 can access directly, as in Figure 1. Nevertheless, as can be seen from the preceding, once an enhancement registry 50 is defined for a particular media selection, that media selection, whether old or new, and regardless of the type of delivery medium, including live delivery and/or delivery from a storage device, may be effectively enhanced without required alteration and/or

1 modification thereof and/or without requiring any specific
2 direct programming thereof.

3 From the preceding can be seen that the present invention
4 is further directed towards a method of enhancing existing media
5 content, the method preferably employed utilizing the media
6 enhancement system 10 also of the present invention. Looking in
7 particular to the method, however, it preferably includes the
8 initial step of generating and storing an enhancement registry
9 for a particular media selection. As indicated this may include
10 a plurality of enhancement registries for one or a plurality of
11 media selections. Moreover, the generated and stored
12 enhancement registry preferably includes at least time data
13 associated with the media selection, and may include frame
14 location data and other data associated with the media
15 selection. Furthermore, the enhancement registry that is
16 generated and stored may include at least one communicative link
17 to additional materials. Subsequently, a media storage medium
18 containing a media selection is associated with a corresponding
19 media player for delivery. The media selection can then be
20 identified such that eventually a corresponding enhancement
21 registry can be identified as well, and the media selection
22 played, such as via a video monitor, audio monitor, etc.

23 Preferably after the media selection is being played, but
24 not necessarily, a user input is received. Upon receipt of the
25 user input at least a time marker of the media selection at a

1 time that corresponds to the receipt of the user input is
2 identified, and in at least one embodiment at least a position
3 and/or location of a corresponding location designator for the
4 portion of the media selection been delivered at that time is
5 also identified. The time marker and/or the location data can
6 then be correlated with the time data and/or frame location data
7 provided with the enhancement registry, and a corresponding
8 communicative link is activated in response thereto. Once the
9 communicative link is identified and activated, additional
10 materials can be delivered to the user and/or recipient of the
11 delivery of the media selection, either immediately and/or at
12 any point subsequent.

13 Also, in some embodiment wherein an activation assembly is
14 locally provided but an enhancement registry 50 is remotely
15 provided, an additional step of transmitting and/or downloading
16 the enhancement registry 50 to a local processor associated with
17 the activation assembly 30, may also be provided.

18 Since many modifications, variations and changes in detail
19 can be made to the described preferred embodiment of the
20 invention, it is intended that all matters in the foregoing
21 description and shown in the accompanying drawings be
22 interpreted as illustrative and not in a limiting sense. Thus,
23 the scope of the invention should be determined by the appended
24 claims and their legal equivalents.

25 Now that the invention has been described,